

Foothill Transit Executive Board

MINUTES

The regular meeting of the Foothill Transit Executive Board was held Friday, August 25, 2006 at the Foothill Transit Board Room, 1st Floor, 100 North Barranca Avenue, West Covina.

President Briesemeister called the meeting to order at 8:01 a.m. The following members were present, constituting a quorum of the Executive Board:

Wil Briesemeister, President
Paula Lantz, Vice President
John Fasana
Peggy Delach
Lola Storing

Staff and Guests present:

Doran Barnes, Executive Director
Darold Pieper, General Counsel
Kevin McDonald, Deputy Executive Director
Peter Papadakis, Board of Supervisors

Pledge of Allegiance

Member Storing led those present in the Pledge of Allegiance.

APPROVAL OF MINUTES FOR THE SPECIAL MEETINGS OF AUGUST 2, 2006 AND AUGUST 4, 2006

The special meeting minutes of August 2, 2006 and August 4, 2006 were approved as submitted.

Motion: Member Storing, seconded by Member Delach
Vote: Unanimously carried (Member Fasana abstained)

President Briesemeister recognized Jeff Parriot, Councilmember, City of Industry and Nick Prompanas, Senior Vice-President, First Transit.

PUBLIC COMMENT

There was none.

PRESENTATIONS:

Contractors' Employee of the Month Awards

Phil DeLisle introduced and recognized the following awardees:

Nancy Esparza, Pomona First Transit Operator of the Month
Eveline Sigismonte, Pomona First Transit Employee of the Month

John Farrell introduced and recognized the following awardees:

Guy Kao, Irwindale/Arcadia First Transit Operator of the Month
Andres Carrillo, Irwindale/Arcadia First Transit Employee of the Month

Introductions of New and Promoted Staff

Doran Barnes, Executive Director, introduced the new and promoted staff:

New Hires:

Claudia Sanchez, Customer Service Representative (CSR); Aira Torres, CSR, West Covina Transit Store; and Kory Williams, Stops and Zones Technician.

Promotions:

Pat Van Gaalen, CSR to Receptionist/CSR

CONSENT CALENDAR:

The Executive Board adopted the Consent Calendar Agenda Items #7 – #12.

Motion: Member Fasana, seconded by Member Lantz
Vote: Unanimously carried

REGULAR AGENDA:

CONTRACT AWARD – OFFICE FURNITURE

LaShawn King Gillespie, Procurement Manager, reported four bid packages were received on August 18, 2006, and after review, Western Office Interiors was determined to be the most responsive to the requirements outlined in the IFB. Ms. Gillespie noted that the current budget lacks the sufficient funds needed for this procurement thus a budget adjustment will be needed and subject to approval by the Executive Board and by the Governing Board at its September 12, 2006 meeting.

Pending approval of a budget adjustment by the Governing Board on September 12, 2006, the Executive Board authorized the Executive Director to award a contract to Western Office Interiors in the amount of \$949,121.17 and negotiate final contract terms and conditions to supply and install furniture at Foothill Transit's new Administrative Offices.

The Executive Board approved the above recommendation.

Motion: Member Fasana, seconded by Member Delach
Vote: Unanimously carried

PROPOSED FY 2007 SERVICE CHANGES

Rahul Kumar, Director of Planning, highlighted the following customer responses to the Proposed FY 2007 Service changes (copy on file):

- Customer concerns (fifty-two percent) regarding the cancellation of Line 481 have been resolved by using the Line as a shuttle between the El Monte Station and downtown Los Angeles thereby meeting the demand of the riders that board this particular Line. Further, riders boarding in West Covina will be able to ride the Silver Streak to El Monte.
- In response to the thirty percent of customers concerned with the restructuring of Line 195, staff reviewed the proposal and determined the promising business outlook in Pomona should provide potential for ridership growth. Line 189 will be operated during peak hours which will allow riders to travel to and from the Claremont area. The expanded service of Line 851 will offset the cancellation of Line 283.
- Nearly all customers approved the upcoming implementation of the Silver Streak.
- Although the overall savings realized is \$400,000 less, Foothill Transit will still save a projected \$120,000 in service changes for FY 2007.

Recommend approval of the proposed FY 2007 service changes to the Governing Board

The Executive Board approved the above recommendation.

Motion: Member Delach, seconded by Member Storing
Vote: Unanimously carried

SILVER STREAK MARKETING CONCEPTS

Linda Somilleda, Director of Marketing and Communications, apprised the Executive Board on the progress and challenges of developing a brand marketing line for the upcoming Silver Streak service. Pulsar Advertising has developed prototypes and potential signage aimed to attract new riders to use the Silver Streak service (copy on file). Ms. Somilleda advised all designs are preliminary and subject to change as the Silver Streak campaign progresses.

Member Lantz commended staff for their creativity and sleek design scheme but cautioned staff in potentially promising the public unrealistic expectations of the service. Alberto Gonzalez, Pulsar Advertising, suggested forming focus groups to review the preliminary designs and gather a consensus of the overall message. Member Fasana requested staff research Foothill Transit's current fare structure to determine if it's feasible with the costs of the new Silver Streak service.

The Executive Board received and filed the Silver Streak Marketing Concepts report.

The Executive Board approved the above recommendation.

Motion: Member Delach, seconded by Member Storing
Vote: Unanimously carried

PROPOSED ADJUSTMENT TO FISCAL YEAR 2007 BUSINESS PLAN

Richard Hasenohrl, Director of Finance, reported increasing State Transit Assistance (STA) and Proposition C funding by \$4.5 million; the Administrative Office project budget by \$3 million; and appropriate \$1.5 million for a Traffic Signal Priority Project (TSP) will not impact Foothill Transit's current business plan or other capital projects. The additional funding will increase Foothill Transit's revenues by \$4.5 million.

Although value engineering lowered the contract amount to \$7,684,392, Bob Arthur, Director of Special Projects, reported a budget amendment to increase the appropriations in the amount of \$3 million is necessary for completion of the Administrative Office Project, acquisition of furniture, Audio/Visual Equipment, IT Data and Server equipment, and other necessary items needed. Mr. Barnes commented that increased construction costs and the current pricing of steel were contributing factors in requesting the budget amendment.

The Executive Board approved the above recommendation.

Motion: Member Fasana, seconded by Member Delach
Vote: Unanimously carried

BOARD MEMBER AND EXECUTIVE DIRECTOR COMMENTS

Member Fasana requested a status report on the "GO RIO PROGRAM". Mr. Barnes reported the Ribbon Cutting Ceremony at the Claremont Parking Structure will be held August 31, 2006 at 9:30 a.m.; a Special meeting of the Governing Board on September 12, 2006 at 7:30 a.m. (continental breakfast to be served); and the Annual Bus Rodeo Event at the Irwindale Operations/Maintenance Facility will occur September 16, 2006.

ADJOURNMENT

There being no further business, the Executive Board adjourned at 9:12 a.m.